

bunch of strangers. [Laughter] And you know, there are always a lot of worries associated with going to a new school: All these strange people—are they going to like me? Am I going to like them? You've got to get to know the teachers; you've just got to find your way around; got to remember the combination to a new locker. [Laughter] Those are the things that our kids ought to be worried about.

They shouldn't be worried about whether what they saw in Littleton or Conyers or what that young madman in Illinois and Indiana or at the Jewish community center in L.A. could possibly happen to them. That's what they shouldn't worry about. But they do because they've seen the press reports and so has our entire Nation.

We're still grieving for the young children, the teacher, the counselor, the receptionist, at the Jewish community center, or the family of that young Filipino-American, Joseph Ito, who was killed only because he was an Asian-American who worked for his country's government.

Secretary Riley has gone across the country trying to make sure that all of us can put this in some kind of context. The Attorney General has, as well. The crime rate in this country's at a 26-year low; juvenile crime is going down; the Center for Disease Control and the Department of Education show that overall violence has actually decreased in our schools. It's important to tell these children here with us today, and others, that the chances of a tragedy happening are small, less than they used to be, less than one in a million.

But that's not good enough when you see how horrible it is when it occurs. Schools ought to be right next to our houses of worship as sanctuaries in America. They ought to be places where young people are completely safe and absolutely certain that they are. And each of us bears a responsibility. If Hillary is right that it takes a village to raise a child, it will take our whole national village to keep the Nation's children safe in their schools.

A big part of that responsibility lies with parents and giving parents and their children the capacity and courage to communicate with one another. And that's a big part of

why we're here to launch this public service campaign.

As you will see in a moment, the PSA sponsored by the Kaiser Family Foundation, by Children Now, and the Ad Council sends out a powerful call to action: If you're a child and you see someone committing violence or even just talking about it—that's very important, given the evidence we now have about the situation in Colorado and others—if you see someone just talking about it, the best thing you can do is to first tell your parents. And if you're a parent, you have to take it seriously. You have to sit down and talk and listen, to draw your children out, to give them a chance to express their fears, to give you early warning, and then to share that early warning with your children's teachers and principal.

This is an important message, so I'd like to, again, with thanks to all concerned, turn the lights out and watch the ad.

[The public service announcement video was shown.]

The President. Thanks to the commitment of America's broadcast and cable networks and cable channels, this ad and others like it will be seen by just about every single person in America who turns on the television tomorrow night, during the family hour of prime time.

This so-called television roadblock is really unprecedented. The networks are donating a million and a half dollars of free air time in one night alone. That's more blanket coverage than I get for the State of the Union. [Laughter] Many of the networks have already pledged to continue airing these PSA's during different timeslots for the remainder of this year.

So let me say once again, I am very, very grateful to all the people involved who have fulfilled the commitment that they made at our youth violence summit in May, to use the power of your medium to send out positive messages to our children. This is a kind of thing we can do when we work together, and we need to continue to do so and to include all parts of our society.

You remember that when we had the national summit, the First Lady and I said we wanted to organize a national campaign